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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE CERTIFICATE IN COMMUNITY DEVELOPMENT AND SOCIAL WORK
CDS 201:RESOURCE MOBILIZATION AND FUNDRAISING

Date: 12TH APRIL 2024

Time: 2:30PM: 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- “Resource mobilization and fundraising” are not synonymous. Explain. (6 Marks)
- Discuss “donor psychology” as applied to Resource mobilization. (6 Marks)
- Demonstrate your understanding of “proposal” as used in fundraising. (6 Marks)
- Explain strategies used in successful resource mobilization and fundraising. (6 Marks)
- Outline four qualities of an effective resource and fund mobilizer. (6 Marks)

QUESTION TWO (20 MARKS)

- Explain three types of donors. (6 Marks)
- Outline two types of fund raising. (6 Marks)
- Discuss four reasons to qualify for donor support. (8 Marks)

QUESTION THREE (20 MARKS)

- Demonstrate your understanding of ethical behaviour in fund raising. (5 Marks)
- Briefly discuss two challenges faced by resource and fund mobilizers. (6 Marks)
- What three factors are required in planning for fund raising? (9 Marks)

QUESTION FOUR (20 MARKS)

Choose an organization that deals with children or old people's care.

- Briefly outline its activities. (4 Marks)
- Outline four of its potential donors. (8 Marks)
- In your own assessment, give four reasons why it qualifies for donor support. (8 Marks)

QUESTION FIVE (20 MARKS)

- “While donors help, there are also potential pitfalls”. Discuss one. (6 Marks)
- “Fund raising should be subjected to periodic evaluation”. Give two reasons. (8 Marks)
- Explain two ways to motivate philanthropies to give more and consistently. (6 Marks)